

YPRL Wikipedia # 1lib1Ref Campaign Evaluation Report

Wikipedia + Libraries: Better together

Executive Summary

#1Lib1Ref is a bi-annual global Wikipedia campaign that invites librarians to participate by improving articles in its online encyclopaedia by adding citations. Yarra Plenty Regional Library staff recently participated in the winter campaign (15 May to 5 June 2019), the first Victorian Public Library to do so since the worldwide campaign commenced in 2016. Staff undertook training with Pru Mitchell, President of Wikimedia, Australia.

YPRL met its goals of updating local government area (LGA) and local content on Wikipedia and encouraging staff to participate in the campaign. Staff were engaged in the campaign by creating Wikipedia accounts, editing Wikipedia articles, researching and sourcing relevant information, strengthening their citation skills and supporting their colleagues.

YPRL staff engagement and output was:

- 32 members of staff became Wikipedia editors
- 78 articles were edited, 51 of which were about YPRL's local government areas (Banyule, Nillumbik and Whittlesea)
- 15,000+ words were added
- 131 references were added and
- the top 3 articles edited were about Greensborough, Rosanna and Eltham North.

The campaign was evaluated by: a staff survey of the training, a staff survey after the campaign ended, analysis of the Wikipedia content edited and other staff feedback. Challenges and positive experiences were collected. Twelve recommendations are made including recommending YPRL's participation in the campaign and the possibility of using volunteers as part of YPRL's #1Lib1Ref team.

Thank you to all YPRL staff for their enthusiast participation in the training, the campaign and for their feedback on the project.

Background

#1Lib1Ref is an international Wikipedia campaign which invites every librarian to participate by improving articles in its online encyclopaedia by adding citations.

Yarra Plenty Regional Library (YPRL) CEO Jane Cowell had participated in a past campaign at the State Library of Queensland. In October 2018, discussions commenced with the then Manager Knowledge and Information on how YPRL staff could participate. The Local and Family History Librarian (LFHL) had undertaken Wikipedia training in the past and knew President of WikiMedia Australia, Pru Mitchell.

Pru was invited to speak at the Staff Professional Day on 1 March 2019 and it was decided that YPRL staff would participate in the “winter” campaign running 15 May to 5 June 2019. A Project Plan was developed by the Manager Collections and LFHL (Appendix 1).

Goals identified in the plan were:

- Make YPRL and YPRL local government areas (LGA's) more discoverable and visible in Wikipedia
- Update LGA and local content on Wikipedia
- Encourage all YPRL staff, including BMs, casuals and LSS, to participate in their first 1Lib1Ref campaign
- Engage YPRL staff in learning about and strengthening their Wikipedia citation skills
- Edit existing relevant YPRL by adding a minimum 100 new citations during the campaign month (May) and adding new links to relevant YPRL content.

YPRL's People and Culture team included Wikipedia training for the campaign to the YPRL training calendar. A half-day session was conducted by Ms Mitchell and facilitated by the LFHL on 3 May 2019 at Mill Park Library.



Image 1: Staff training day at Mill Park Library

Training

A minimum of one representative from each of YPRL's 9 branches were invited to attend the training, as nominated by the Branch Manager. The training was conducted by President of Wikimedia Australia, Pru Mitchell and assisted by YPRL's LFHL (see Image 1).

Seventeen staff members attended the training, representing all branches as well as 3 Library Support Services (LSS) staff. Participants were asked to create their account before the training day. The training covered how to login to Wikipedia, familiarisation with the #1Lib1Ref dashboard, how to use the Citation Tool and how to add citations. Time was built in for staff to have "hands on" experience and were able to edit articles and add citations.

The YPRL program was registered on the 1Lib1Ref campaign dashboard and staff were added or added themselves as editors once their account was set up.

The Dashboard also included a list of resources and a list, arranged by LGA and prepared by the LFHL, of articles to update. Staff were encouraged to update articles about their respective local place names reflecting the library where they work.

By the end of the half-day training output exceeded expectations with:

- **15 editors created**
- **35 articles edited**
- **77 individual edits**
- **more than 4,980 words added.**

YPRL's People and Culture surveyed staff who completed the training. Eight staff responded. Feedback was largely positive although some staff commented on the quality of the training materials provided.



Image 2: campaign promotional posters

Campaign output

Staff were encouraged to participate in the campaign via emails, a blog post and blurbs in the Fortnight YPRL Staff *In-Focus* newsletter. A poster was also developed for staff notice boards to *Get Ready to Reference / Get Set up To Cite / Get Going and Wikipedians at Work* (see Image 2).

Staff worked individually and collaboratively in-branch. This worked better at some branches than others (see “Challenges” table below). The LFHL made site visits to support staff at 4 libraries and LSS.

The program was launched on the training day followed by a blog post on the updated Yarra Plenty Regional Library Wikipedia page promotion on the YPRL web page.

By the end of the campaign, the following output was recorded on the YPRL #1Lib1Ref dashboard:

- 1.27 million views of edited articles (as at 8 July)
- 45 staff created accounts or already had an account and joined the Dashboard
- there were 32 YPRL editors
- 78 articles were edited; of these, 51 articles related to YPRL LGAs
- 221 edits were made
- 15,000+ words were added
- 131 new references were added
- the top 3 articles with the most characters and references added were: Greensborough, Rosanna and Eltham North
- Staff updated articles relating to their personal interests, for example one staff member updated the article on her home town
- Some articles were updated via work from the Citation Hunt tool introduced in training.

See Appendix 2 for a list of names of articles updated.

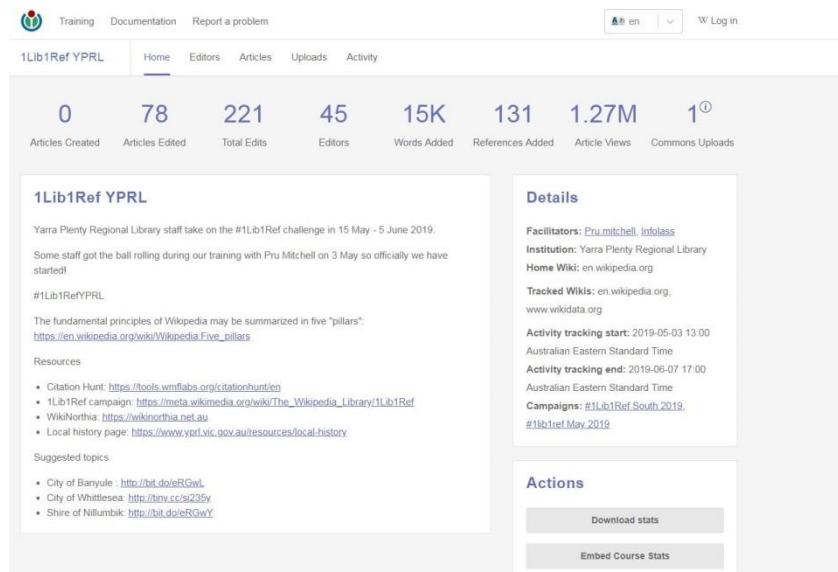


Image 3: YPRL dashboard snapshot

Campaign Evaluation

Following the completion of the campaign, all staff were sent a survey to complete with 23 staff responded. Of these 23, 7 attended the training, 15 respondents were editors and 9 respondents did not participate. Reasons for non-participation included: lack of interest, not being asked to participate, staff were too busy, the campaign seemed too hard and one staff member cited their lack of library qualifications.

Eleven respondents detailed what they enjoyed about the program:

- The researching of historical information to add to Wikipedia. Fixing up citations and trying to local reliable sources.
- It was great fun and learning at the same time.
- I enjoyed the possibilities of it.
- Team work with other staff, adding a citation and the accomplishment of editing a Wikipedia website.
- I enjoyed everything about this campaign. I found the interface really easy to use, I enjoyed doing something completely different from my normal role, and I enjoyed the feeling I got about contributing to 'something bigger'.
- Learning something new.
- Learning how to contribute to collective knowledge and see how to improve a widely used platform.
- Changing something that was incorrect.
- I enjoyed the research involved with finding information about our local area. I found the training and involvement in the program to be a steep learning curve. I had a sense of

achievement when I saw my information published. And I enjoyed sharing my knowledge with other branch staff who wanted to contribute as well.

- Reading more about YPRL on Wikipedia.
- Learning something new. And the feeling that I am doing something useful.

Most respondents found the research time to locate citations a challenge.

14 Respondents agreed that they would participate in a future campaign. Recommendations for future campaigns included providing training materials and dedicated time to work on the project.

Further staff feedback

Other feedback was received via email or in person and included the following statements and sentiments:

- Thank you for giving me the opportunity to learn about my local history and to add documentation to Wikipedia.
- The feedback [from staff members] is that it is interesting, time consuming and a real sense of achievement when you see your additions published. We all wish that we had more time to devote to it. Thanks for the opportunity, I have learned a lot.
- I wanted to share that after I sent a notification email to my [overseas] library about the content I added, the head librarian thought it was such a great idea that she is going to have the summer high school students work on adding to what I have started. How AMAZING! Thanks so much for spearheading this!

Challenges

The following statements were collated from the staff evaluation survey and have been grouped under broader headings.

Lack of staff participation (workload, interest)	<ul style="list-style-type: none"> • Only 32 of the 159 YPRL staff (including full time, part time and casual employees) participated, i.e. they created an account and made at least 1 edit. • Finding time in their busy workload to give this attention. • Trained staff supporting their colleagues: worked well at one branch but not at other branches. • Designated days to work together: as above. • Not all staff followed instructions to join the Dashboard as requested and required.
Lack of take-up after training	<ul style="list-style-type: none"> • 13 additional staff created accounts but did not edit articles.
Administration	<ul style="list-style-type: none"> • LFHL needed to respond very promptly to queries. • One branch wanted to create one account that all staff could contribute to. This was discouraged as this goes against Wikipedia best practice. • Friday is not the best day to conduct this sort of training (this is due to some staff part-time hours and end-of-week).

	<ul style="list-style-type: none"> Lack of control over articles about our LGAs (e.g. “Greensboro Grasshoppers”, a baseball club in North Carolina (US) added to the Greensborough article).
Training	<ul style="list-style-type: none"> Lack of handouts from the outset. LHFL sourced some PDF handouts and links to guide staff to create an account and edit with the visual editor. Source editor functionality appearing instead of the preferred visual editor caused confusion. Limited search skills by some staff. Time spent on the training day spent on the Citation Hunt tool. This was Pru’s first time using this in a Public Library context. Editors not having their work counted on the dashboard from the outset. Remembering to add the #1Lib1RefYPRL in the edit summary of changes.
Dashboard	<ul style="list-style-type: none"> In developing the project plan we were unaware of the dashboard facility that greatly helped with recording our contributions and compiling statistics. Where we had a goal of adding citations, the dashboard referred to References.
Time commitment	<ul style="list-style-type: none"> LFHL Branch visits took extra time.
Marketing	<ul style="list-style-type: none"> Despite best efforts promoting the campaign in the <i>In Focus</i> newsletter, multiple emails and posters, some staff did not hear about the campaign or were not prepared in time to participate.
Partnerships	<ul style="list-style-type: none"> The partnership with La Trobe University didn’t eventuate as anticipated.

What Worked Well

The following statements were collated from the staff evaluation survey and have been grouped under broader headings.

YPRL leading the way	<ul style="list-style-type: none"> YPRL is the first Victorian Public Library to participate in this campaign. 32 enthusiastic staff participating: contributor “PippiLongstockingssocks” had the most references added and characters added by far (73 and 14456 respectively).
Pre-planned resources	<ul style="list-style-type: none"> List of recommended articles to edit supplied to staff. Local place names supplied. Trained staff available to support their colleagues (this worked better at some branches than others).

	<ul style="list-style-type: none"> • LFHL being a contact point for staff following the training and responding immediately to queries.
Focus on local	<ul style="list-style-type: none"> • 51 Updated local articles.
Sharpening library skills	<ul style="list-style-type: none"> • Staff increased knowledge about their collections, resources and history of their area. • Staff more aware of the value of Wikipedia as a resource, its value and how to edit it. • Editing content and using the citation tool in the Visual editor is easy.
Note: some challenges were perceived by some staff as positives and vice versa.	

Recommendations

The following recommendations are proposed in consideration of the feedback received from YPRL staff and the experience of the campaign facilitators, the LFHL and Manager Collections.

1. Add Wikipedia training to the YPRL training calendar as an annual or biennial event.
2. Participate in the #1lib1Ref program (January 2020 and/or May 2020).
3. Conduct a 1-day training session prior to the #1lib1Ref campaign launch and include time for editing content using supplied resources including colleague support.
4. Exclude Citation Tool training focusing instead on local-content articles.
5. Consider a theme or use local place names again.
6. Conduct training on other Wikimedia products.
7. Provide clear instructional training notes with examples.
8. Enlist the Collections Team to facilitate the project again.
9. Consider recruiting Volunteers to act as editors during the campaign.
10. Have a minimum of 2 staff per branch complete the training and participate in the campaign.
11. Have a cross-section of staff (Officers, Technicians, Librarians, Coordinators, BMs etc) participate.
12. Engage Ms Mitchell to provide training as a public session for YPRL members; this could be part of Library and Information Week (25–29 May 2020) which falls within the winter #1lib1ref program.

Conclusion

Despite the relatively low number of staff who participated, those who did were enthusiastic and motivated to learn and felt a positive sense of accomplishment with their output and efforts.

YPRL met its goals to update LGA and local content on Wikipedia and to engage YPRL staff to participate in the campaign via different marketing channels. Some staff took the opportunity to learn about and strengthening their Wikipedia citation skills with dozens of articles edited, over 15,000 words and 131 references added.

APPENDIX 1: #1Lib1Ref Project Plan

Wikipedia #1Lib1Ref campaign Project Plan

YPRL will participate in Wikipedia's global's [#1Lib1Ref](#) campaign.

Dates

April-May 2019

Goals

- Make YPRL and YPRL local government areas (LGA's) more discoverable and visible in Wikipedia.
- Update LGA and local content on Wikipedia.
- Encourage all YPRL staff, including BMs, casuals and LSS, to participate in their first 1Lib1Ref campaign.
- Engage YPRL staff in learning about and strengthening their Wikipedia citation skills.
- Edit existing relevant YPRL by adding a minimum 100 new citations during the campaign month (May) and adding new links to relevant YPRL content.

Key Dates

April	Finalise project plan. Finalise requirements for training with People & Culture and Pru Mitchell.
April	Create campaign promotion material.
17 April	Applications for training via EOI to People and Culture close.
April	Confirm with BM's that 1 branch ambassador has nominated for training. Confirm with Executive Managers that their teams are nominated (particularly Collections Team).
15 April	Begin internal promotion for the campaign via: <ul style="list-style-type: none"> • staff meetings • staff update email • YPRL In Focus newsletter (Tues 16 April, 30 April, 14 May, 28 May, 4 June) Begin external promotion for the campaign via: <ul style="list-style-type: none"> • YPRL Wikipedia page and our web site On the commencement of the campaign:

	<ul style="list-style-type: none"> • Use #1Lib1Ref and #1Lib1RefYPRL to share relevant output. <p>Staff to begin to create accounts, identify content to add citation, find sources for citations.</p>
3 May	#1Lib1Ref training delivered by Pru Mitchell (Wikimedia)
15 May – 5 June	Campaign runs
June	<p>Evaluate project:</p> <ul style="list-style-type: none"> • number of staff who participated • number of citations added • other content created or edited

Campaign considerations

Responsibilities:

- Project Sponsor: Rosa Serratore (Manager Collections)
- Project Leader: Liz Pidgeon (Local & Family History Librarian)
- Marketing: Marieclaire Baird (Public Participation)
- QC: Liz Pidgeon (Local & Family History Librarian)
- Training Calendar: People & Culture

Training preparation:

Branch ambassadors are expected to deliver training they received to all branch staff.

The nominated day for staff to edit and add content (ie adding citations) is Monday. This applies to all branch staff not rostered on a desk shift or supporting an event to participate. It is expected that a minimum of 1 hour is spent on the campaign. Extra time, if possible, can be dedicated although this work should be a communal activity across the branch and the service, similar to an “edit-athon”.

LSS staff, particularly the Collections Team, to be included in training.

The Executive Team is also encouraged to attend training and to participate (at least 1 Monday session).

Resources:

Mill Park, Eltham, Ivanhoe and Diamond Valley should concentrate on using items from their local history collections to improve existing local articles already on Wikipedia. The Local & Family History

Librarian will create a bibliography of recommended titles to use as well as provide a list of existing articles requiring citations and extra content as a starting point.

It is recommended that 3 lists per LGA be provided which will include YPRL LGA place names.

Resources also include:

- [Citation Hunt](#) tool

Campaign activities and output:

The following is a sample of activities to be completed as part of his campaign.

Activities:

- Add all local schools including place name and year of establishment using the *Vision and Realisation* series held at Ivanhoe.
- Add citations to relevant YPRL LGA content.

Outputs:

- Record content edited or created (include article link with citation, staff member name and branch using Google Analytics data.
- Register our event on the 1Lib1Ref dashboard.
- Complete the feedback from on the 1Lib1Ref dashboard when the campaign finishes.
- Photograph staff working on the project.
- Celebrate individuals or branch with high contributions; highlight different categories eg most citations, longest article, most interesting fact.
- Survey staff at the end of the campaign to capture: what worked, what did not, what was enjoyable or not, what interesting “fact” or story was learnt. *Write report and/or blog post to share outcomes.
- Repeat training in 2020 based on evaluation.
- Participate in May 2020 campaign.
- Consider a public edit-a-thon in a branch as an extension of the staff campaign.

Budget

No additional funding is expected.

Marketing & Promotion

Public Participation to create posters and marketing collateral to display in branch. This could include:

- “Wikipedians at work / Wiki-Librarians at work” (or similar slogan) poster.
- Create YPRL hashtag for sharing on social media.
- Local & Family History Librarian to visit branches each Monday throughout the campaign to offer support.
- Post new learnings on social media.

Draft content and messages for internal promotion

- Discuss adding links including YPRL blog posts and [Wikinorthia](#) articles.
- Have fun.
- Think about reference questions received in the library.
- Research expert speakers that have created interest and discussions.
- Staff interested in family history may want to research and add content to local places connected with their family history.
- Follow personal passions.
- Staff to create an editing “zone” – turn off distractions – emails/Social media. Ask desk staff to answer workroom phone.

APPENDIX 2: Articles Updated

Actual place name articles include “Victoria” as part of their title/heading.

LGA articles edited	Misc. articles edited
Arthurs Creek	Ann Richards (Actress)
Austin Hospital, Melbourne	Anno Domini (band)
Banksia Latrobe Secondary College	ANSI escape code
Bellfield	Asterick
Beveridge	Austin Powers in Goldmember
Black Saturday bushfires	Bebejan
Bundoora	Beechworth
City of Banyule	Blood Relations (play)
City of Whittlesea	Bob Hawke
Cottles Bridge	Carat (mass)
Diamond Creek	Financial assistance following September 11 attacks
Donnybrook	Ford XY Falcon GT
Eltham	Gender Role
Eltham North	Giodano Bruno
Eltham	Indri
Epping	James Harrison (engineers)
Greensborough	Kill Your Darlings (magazine)
Heidelberg Heights	Kylie Sturgess
Heidelberg West	Ludwig Cancer Research
Hurstbridge	Microscopy
Ivanhoe	Pony Express

Kinglake	Salt Spring Island
Kinglake National Park	Stargate SC-1 (season 8)
Kinglake West	Telecommunications in South Africa
La Trobe University	Venice
Lalor	Vicente Fox
Loyola College, Melbourne	
Macleod	
Ivanhoe	
Kinglake	
Kinglake National Park	
Kinglake West	
La Trobe University	
Lalor	
Loyola College, Melbourne	
Macleod	
Mernda	
Mill Park	
Montmorency	
Morongio Girls' College	
North East Link	
North Warrandyte	
Panton Hill	
Rosanna	
Shire of Diamond Valley	
Shire of Eltham	

Shire of Nillumbik	
South Morang	
St Andrews	
Thomastown	
Viewbank	
Walter Withers	
Watsonia	
Watsonia North	
Westgarthtown	
Whittlesea	
Wollert	
Woodstock	
Yan Yean Reservoir	
Yarra Glen	
Yarra Plenty Regional Library	

Resources used to update articles and for the YPRL campaign included:

- Citation Hunt Tool: <https://tools.wmflabs.org/citationhunt/en?id=dae83622>
- Campaign Page: https://meta.wikimedia.org/wiki/The_Wikipedia_Library/1Lib1Ref
- YPRL Dashboard
- https://outreachdashboard.wmflabs.org/courses/Yarra_Plenty_Regional_Library/1Lib1Ref_Y_PRL?enroll
- Training PowerPoint presentation
- [Yarra Plenty Regional Library Wikipedia](#)